



# INDEPENDENT AND INTEGRATED DIGITAL MEDIA GROUP

*Arte Et Labore*

# Internet Users Penetration in 2017



**143,26**  
MILLION PEOPLE



FROM THE TOTAL  
POPULATION  
OF INDONESIAN CITIZEN

**262** MILLION  
PEOPLE

## Internet Users Growth

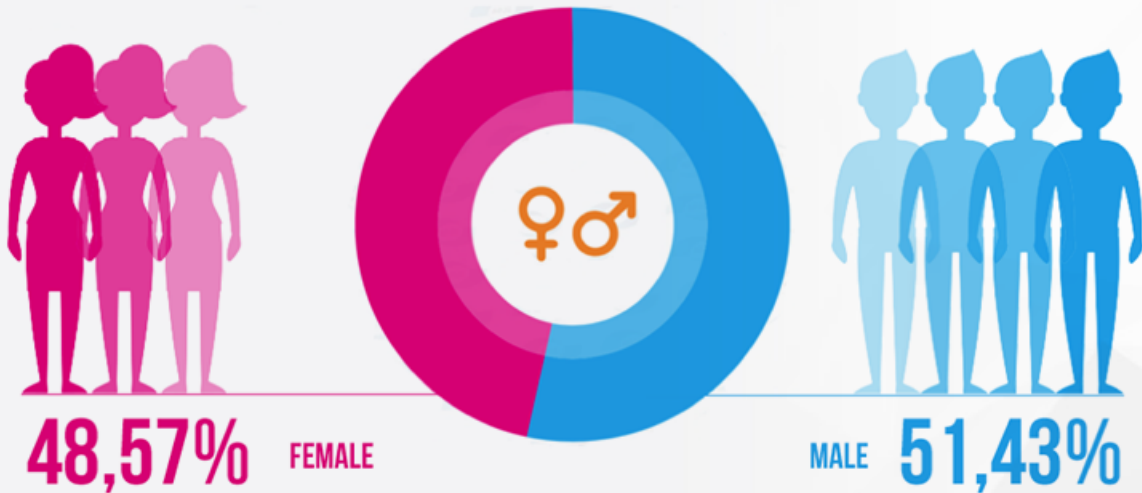


SOURCE: INDONESIA INTERNET SERVICE PROVIDER ASSOCIATION – 2017 SURVEY

# Internet Users Statistic in 2017



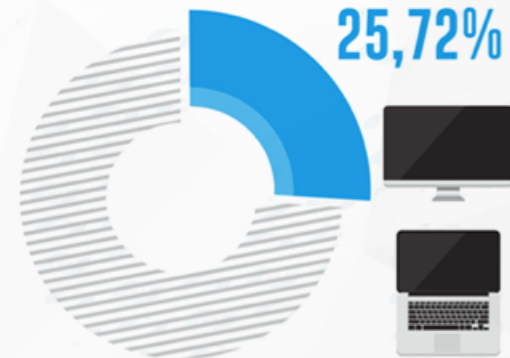
## Based on Gender



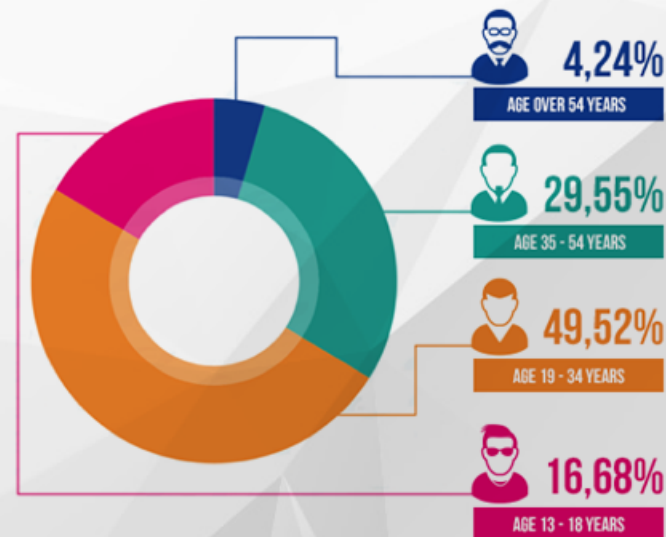
SOURCE: INDONESIAN INTERNET SERVICE PROVIDER ASSOCIATION – 2017 SURVEY

## Device Ownership Percentage

COMPUTER/NOTEBOOK



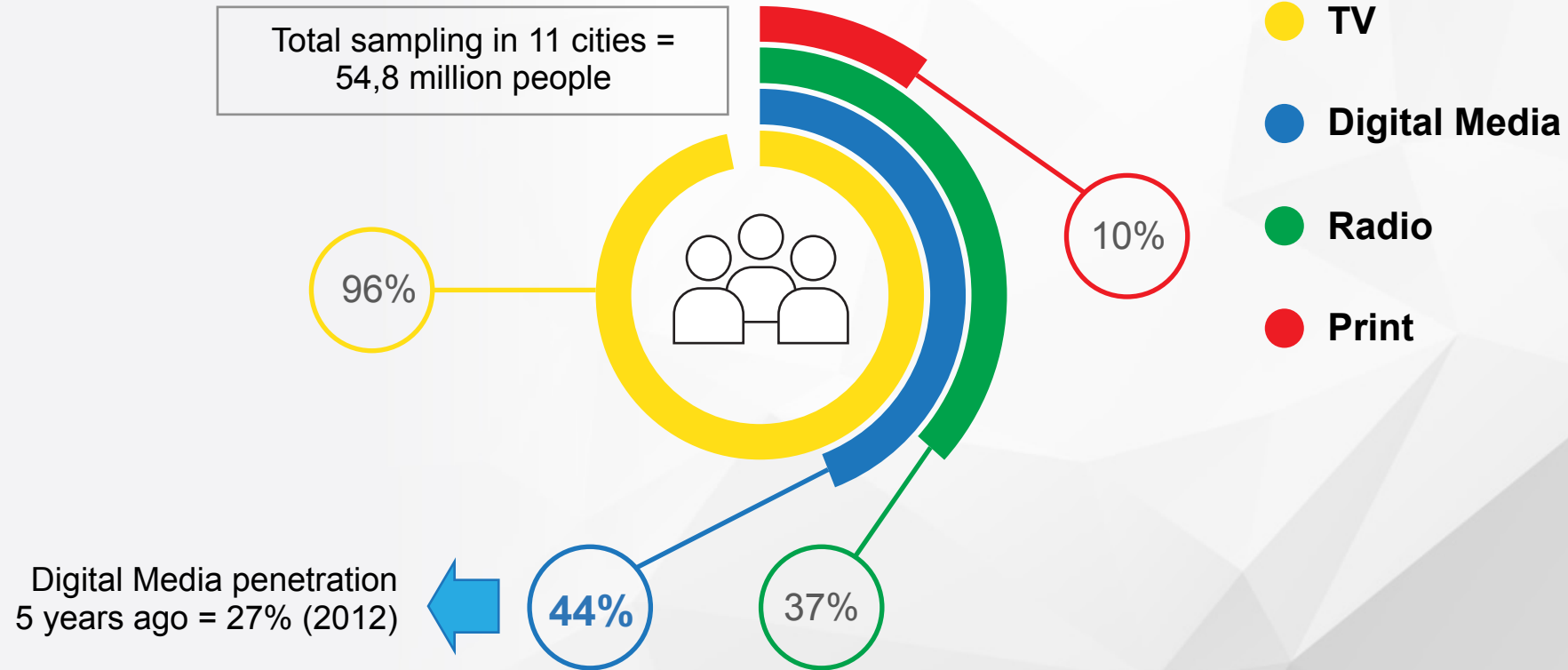
SMART PHONE / TABLET



## Based on Age



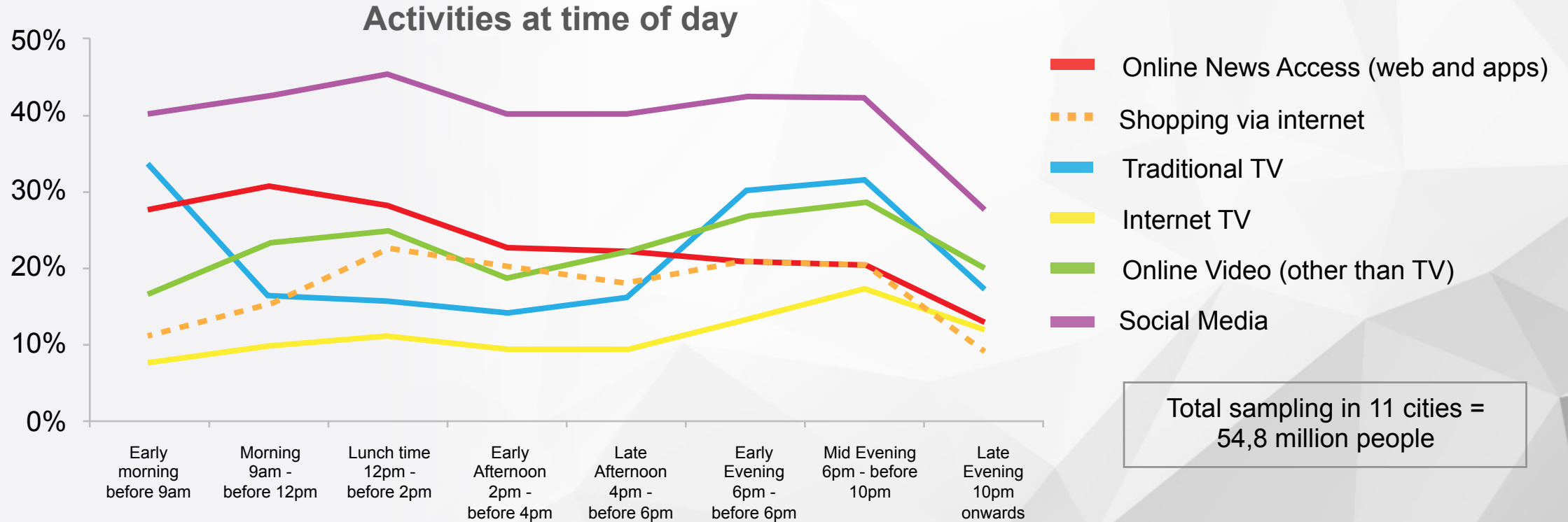
Digital Media is now on 2<sup>nd</sup> positioning among all media with 44% reach



SOURCE: NIELSEN MEDIA CONSUMER VIEW W2 2017



Social Media is high throughout the day, Online News Access is 2<sup>nd</sup> highest during productive hour



SOURCE: NIELSEN CROSS PLATFORM REPORT 2017

# Smartphone Usage Preferences

PERCENTAGE OF THE TOTAL POPULATION USING A SMARTPHONE TO PERFORM EACH TASK (SURVEY-BASED)



USE THE ALARM  
CLOCK FUNCTION

17%



MANAGE DIARY  
OR APPOINTMENTS

6%



CHECK  
THE WEATHER

4%



TRACK HEALTH, DIET,  
OR ACTIVITY LEVELS

4%



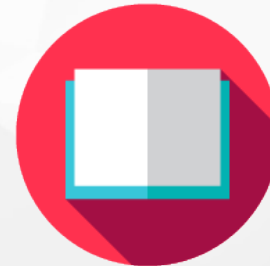
TAKE PHOTOS  
OR VIDEOS

44%



CHECK  
THE NEWS

18%



READ E-BOOKS  
OR E-MAGAZINES

3%



MANAGE LISTS  
(E.G. SHOPPING, TASKS)

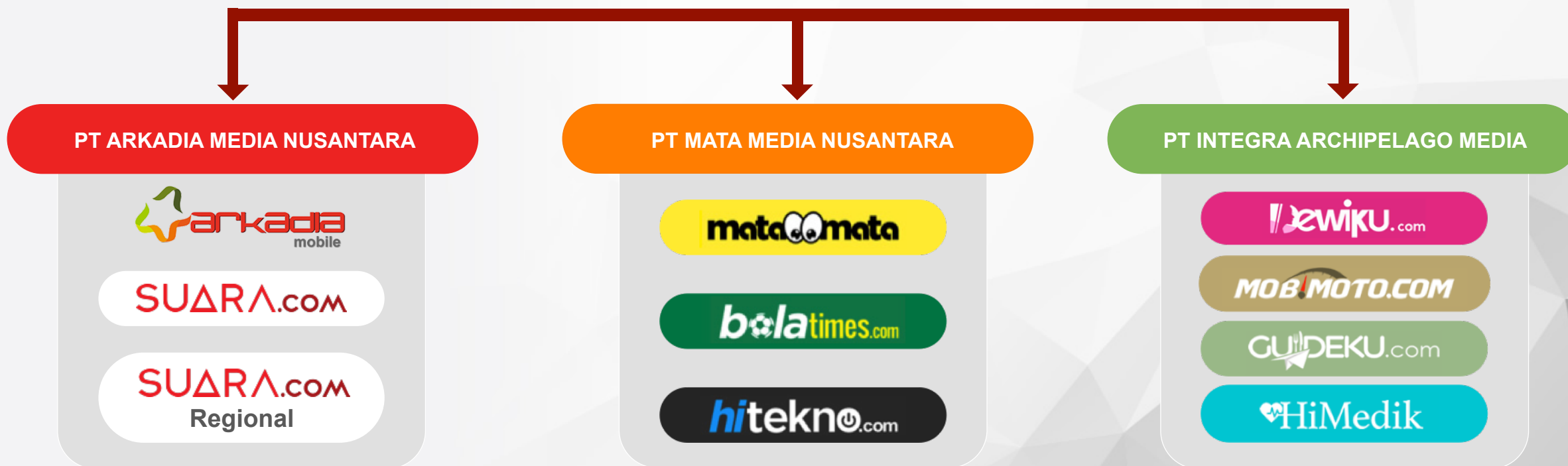
4%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. NOTES: DATA BASED ON SURVEY RESPONSES FROM ADULT INTERNET USERS ONLY. DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE.

# Arkadia Corporate Structure

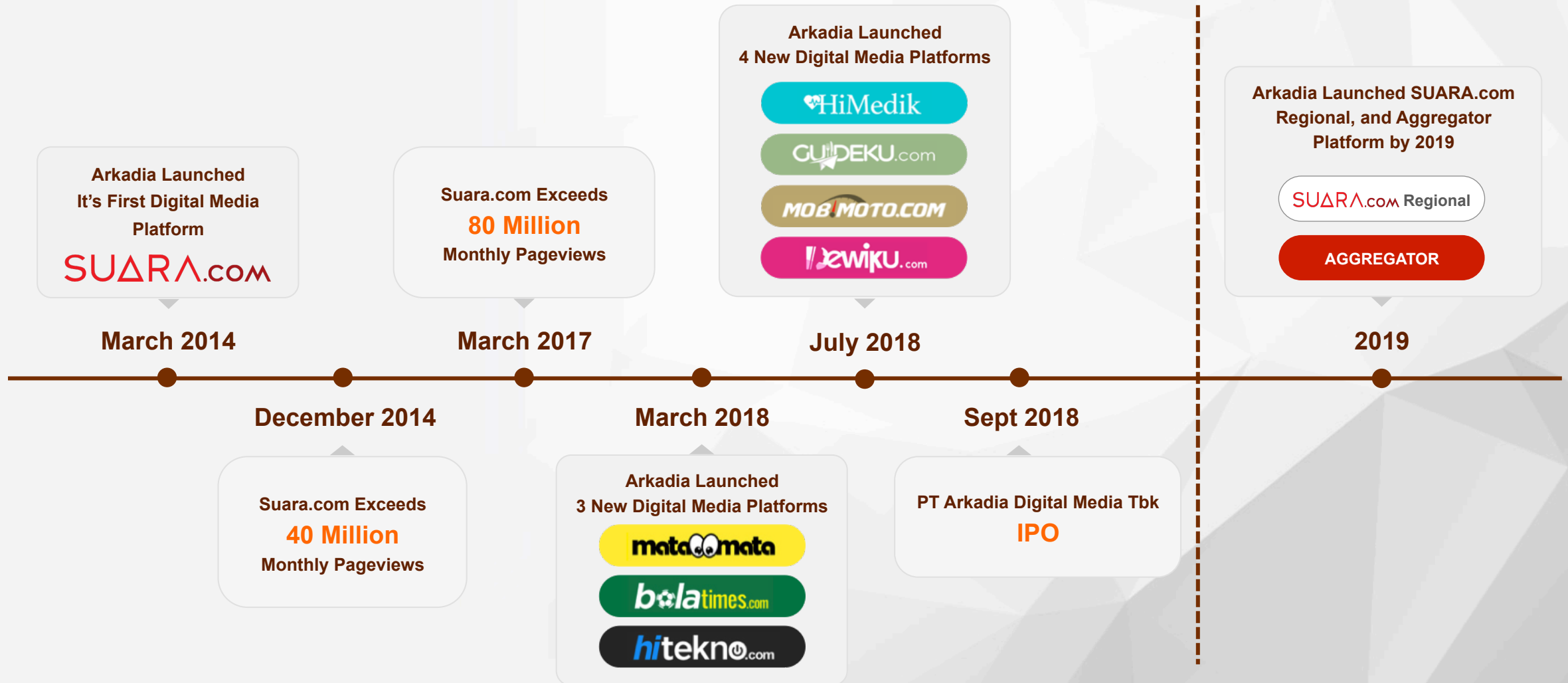


ARKADIA AGGREGATOR  
ARKADIA CREATIVE  
ARKADIA EVENT  
ARKADIA PRODUCTION



NOTE: 100% CONSOLIDATION BASIS FOR ALL SUBSIDIARIES

# Milestones & Future Plans





# Stock Performance

**DIGI:IJ** Indonesia

**PT Arkadia Digital Media Tbk**

**1,800.00** IDR \*

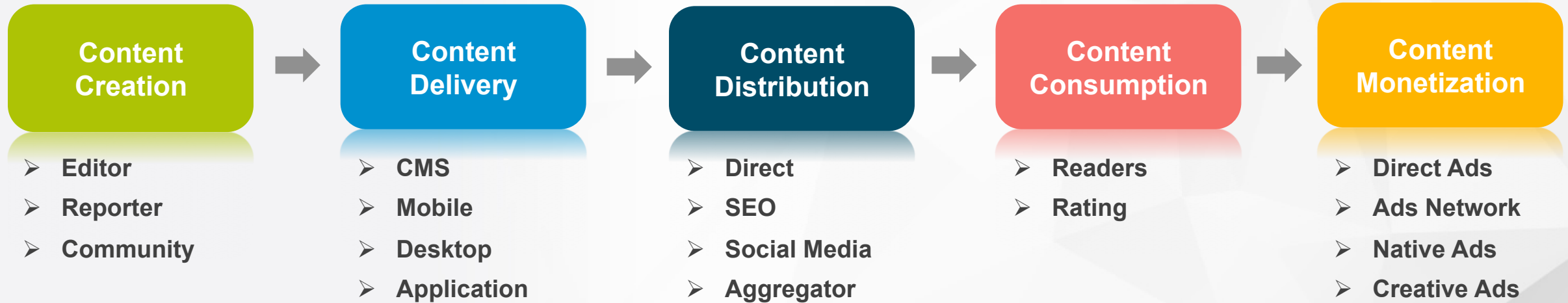
ADTV 2018: 1.24 million shares per day

MARKET CAP 2018: 585.00 B IDR

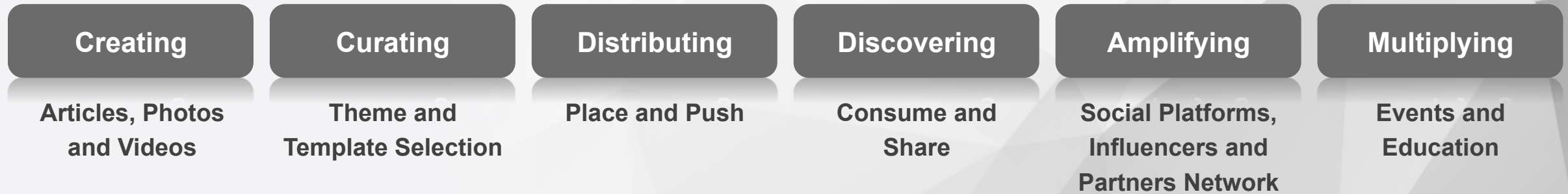


SOURCES: bloomberg.com, \* AS OF 28 DECEMBER 2018.

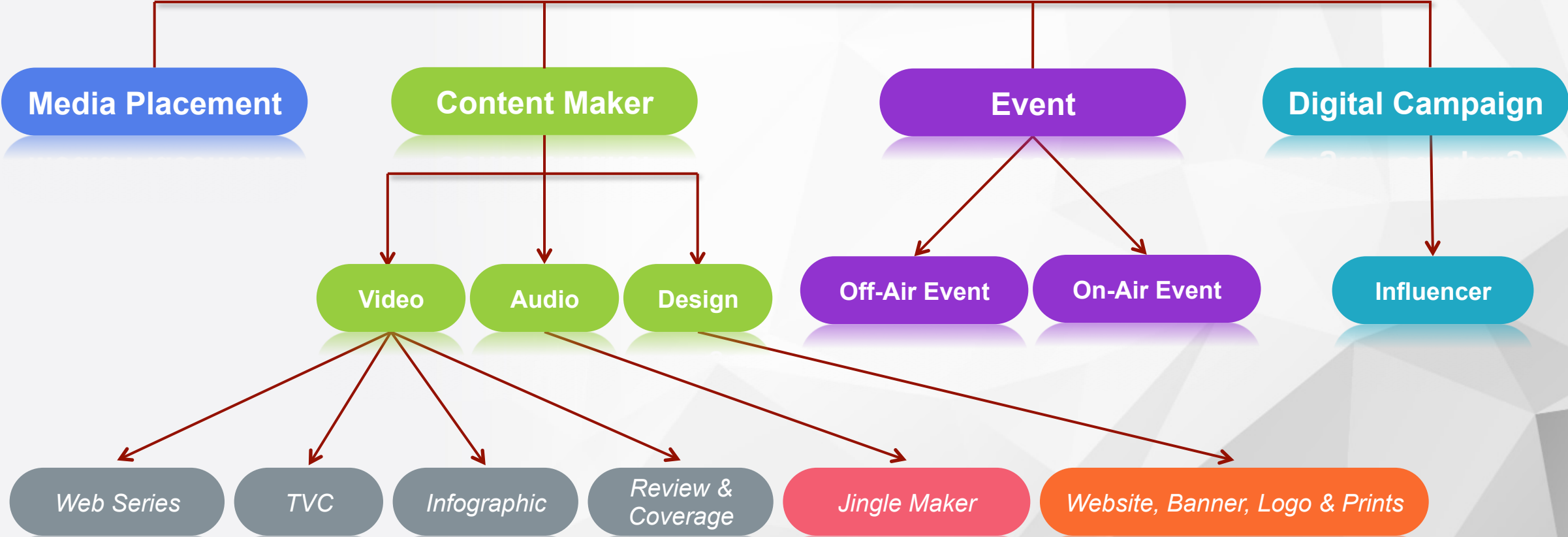
# Key Strategy : Digital Media



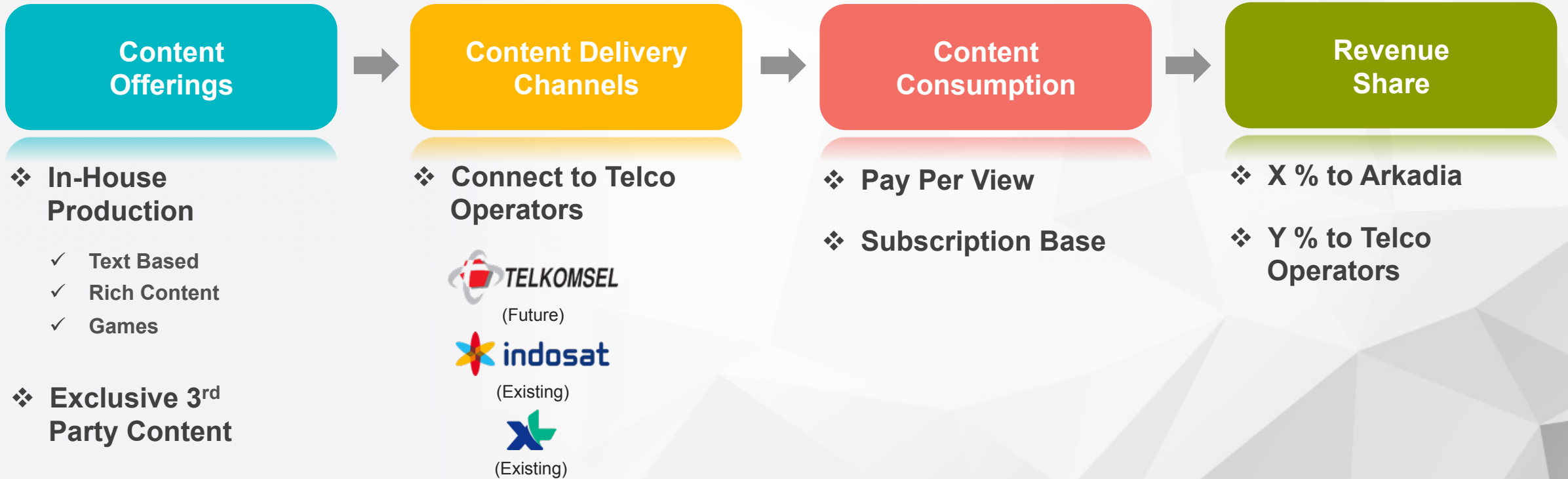
*Online-to-Offline, Integrated & Innovative Marketing Platforms for Advertisers to Connect and Engage with Readers*



# Key Strategy : Integrated Marketing



# Key Strategy : Content Provider



## Stephen Sulisty – President Commissioner



Mr. Sulisty currently serves as President Commissioner of PT Arkadia Digital Media Tbk. and President Commissioner of PT ACR Global Investments. Mr. Sulisty has held key position as Senior Managing Director of Business Development & Investment for PT Rajawali Corpora (2008-2015) and also held other important positions in several companies under Rajawali Group. He also served as Chairman (2014-2015) and Independent Commissioner (2007-2013) in PT BW Plantation Tbk / BWPT.IJ. Previously also served as President Director of PT Global Informasi Bermutu (2004-2008), Director of PT Media Nusantara Citra Tbk / MNCN.IJ (2004-2008), Commissioner of PT MNC Sky Vision Tbk / MSKY.IJ (2004-2008), and Director of MNC Investama Tbk / BHIT.IJ (2003- 2008). He received his Bachelor of Science Degree in Business Administration, with a focus in Accounting and Finance from California State University, USA in 1988.

## Iwa Karunia - Commissioner



Mr. Karunia currently serves as Commissioner of PT Arkadia Digital Media Tbk. , he is an Indonesian entrepreneur, having various prior business interest ranging from steel wire ropes, marine equipment, avionics and aircraft maintenance. His current main business activity is tin mining and smelting. He received his Bachelor of Economics from Surabaya University in 1988.

## Ariyo Ali Suprpto – Independent Commissioner



Mr. Suprpto currently serves as Independent Commissioner of PT Arkadia Digital Media Tbk. Before that, he has held various key position such as General Manager of Business Development in PT Rajawali Corpora (2008-2015), Director in PT Karyabumi Papua (2010-2012), Corporate Accounting Section Head in PT Media Nusantara Citra Tbk./MNCN.IJ (2006-2008) and many more. He received his Bachelor of Economics, focusing on Accounting from Universitas Trisakti in 2001.

## William Martaputra – President Director



Mr. Martaputra received his Bachelor of Business, majoring in Economics and Finance from Royal Melbourne Institute of Technology in 2004. He currently serves as the Chief Executive Officer of PT Arkadia Digital Media Tbk. , Director of PT ACR Global Investments and held other key positions in several companies within ACR Group. He has held key positions in various companies including as Director of Business Development at PT Rajawali Corpora (2008-2015), Head of Investor Relations at PT Express Transindo Utama Tbk / TAXI.IJ (2012-2015), Corporate Finance Manager at PT Global Mediacom Tbk / BMTR.IJ (2008-2008) and Business Development Manager at PT Media Nusantara Citra Tbk / MNCN.IJ (2006-2008).

## Suwarjono - Director



Mr. Suwarjono received his Bachelor of Political and Social Science from Gadjah Mada University, Yogyakarta in 1997. He is currently the Chief Operating Officer of PT Arkadia Digital Media Tbk. and Editor in Chief for Suara.com as well as Editor in Chief for other portals within the Group. He has extensive experience in digital media landscape, having previously been involved in the establishment of Viva.co.id in Bakrie Group and Okezone.com in MNC Group. He is the Managing Editor for Viva.co.id (2008-2014) and Okezone.com (2006-2008). Previously he has also served as Reporter Coordinator in Detik.com (2000-2006) and has served in various positions within multiple print media establishments. He is also active in journalism organization, being the Chief of Business and Funding (2017-current), President (2014-2017) and Secretary General (2011-2014) for The Alliance of Independent Journalists / AJI. AJI has more than 2,000 journalists across 36 cities in Indonesia as its members. He also serves as the Chief of Organization and Membership (2017-current) for Indonesian Cyber Media Association / AMSI.

## Fastabiquil Khair Alгатot – Independent Director

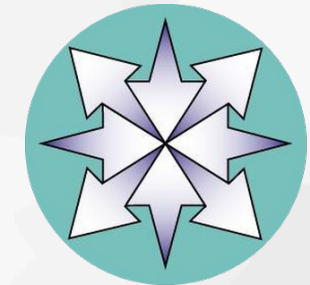


Mr. Alгатot currently serves as Independent Director of PT Arkadia Digital Media Tbk. Before that, he has held various key position such as Audit Committee in PT Express Transindo Utama Tbk./TAXI.IJ (2011-2016), Audit Committee in PT Golden Eagle Energy Tbk./BWPT.IJ (2015), General Manager of Finance and Accounting in PT NettoCyber Indonesia and PT Rajawali Capital International (2009-2016), General Manager of Finance and Accounting in PT Global Informasi Bermutu (2006-2009) and many more . He received his Bachelor of Economics, focusing on Accounting from STIE Indonesia in 1992.

# Digital Media Ranking



No	Site	Rank in Country (ID)	Establish (Year)
1	Tribunnews.com	2	2010
2	detikcom <small>BERITA TERBARU &amp; VIDEO CUPLIKAN RESMI PIALA DUNIA</small>	4	1998
3	OKEZONE.COM	5	2007
4	SINDONEWS.com	8	2012
5	KOMPAS.com <small>RAYAKAN PERBEDAAN</small>	9	1995
6	LIPUTAN6.COM	12	2000
7	IDN TIMES	16	2014
8	merdeka.com	18	2011
9	SUARA.com	24	2014
10	VIVA.co.id	27	2008



DEWANPERS



**85%** Mobile User


**15%** Desktop User

# SUARA.com

INDEPENDEN • JUJUR • BERIMBANG

We deliver independent, honest, balanced news and information to our loyal readers through multiple delivery channels. We also offer clients an effective, engaging and communicative method of advertising by utilizing our platform.

 >2 m

 >0.2 m



Top 10 Indonesian news portal category based on Alexa rating

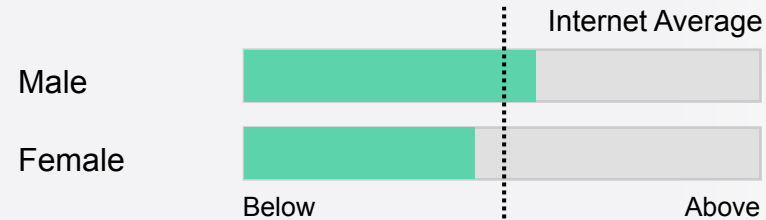
SOURCE: GOOGLE ANALYTICS, AS OF YTD 25 MAY 2018



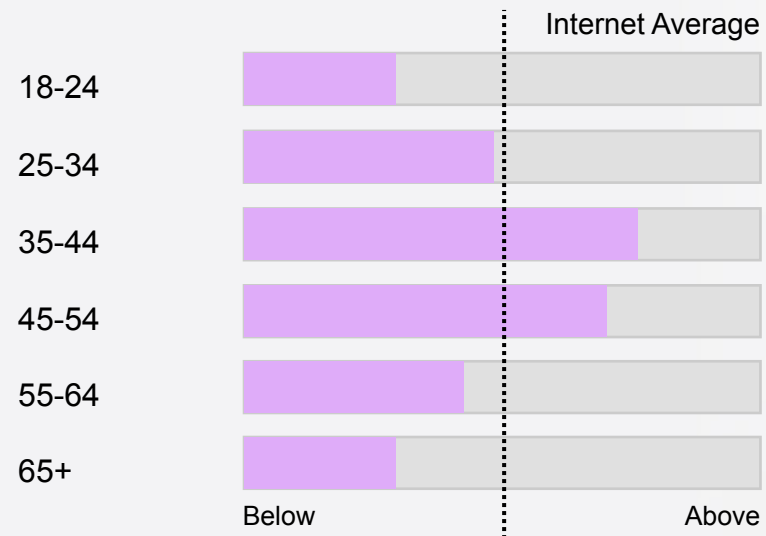


## Similarity between SUARA.com audience to the general internet population

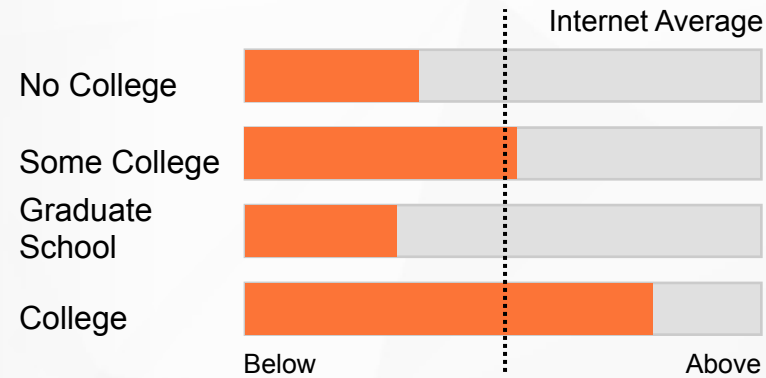
### Gender



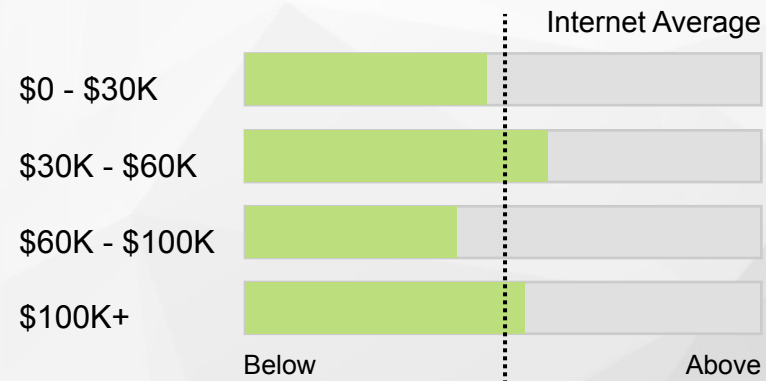
### Age



### Education



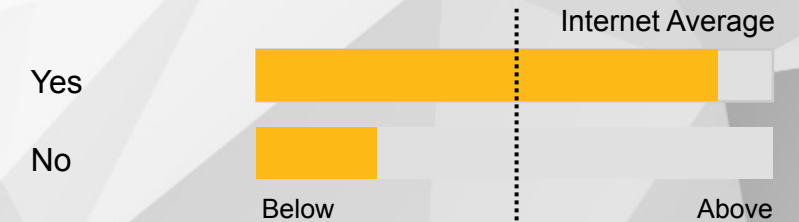
### Income



### Browsing Location



### Has Children



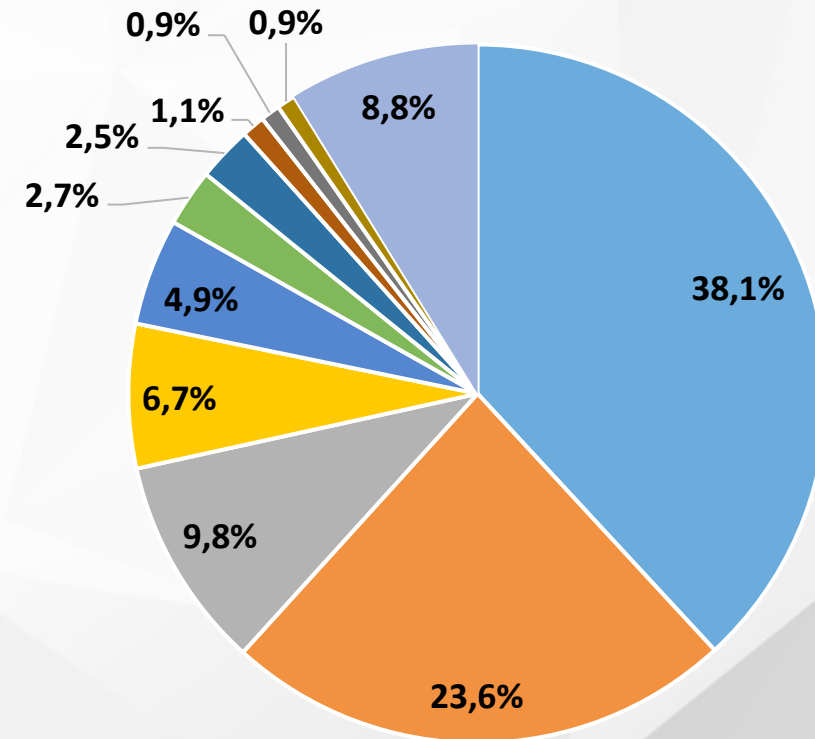
**SUARA.com**

SOURCE: ALEXA, AS OF YTD DECEMBER 2018

# Audience Location



1.	Jakarta	38.1%
2.	Surabaya	23.6%
3.	Medan	9.8%
4.	Makassar	6.7%
5.	Bandung	4.9%
6.	Palembang	2.7%
7.	Surakarta	2.5%
8.	Denpasar	1.1%
9.	Bekasi	0.9%
10.	Semarang	0.9%
11.	Others	8.8%



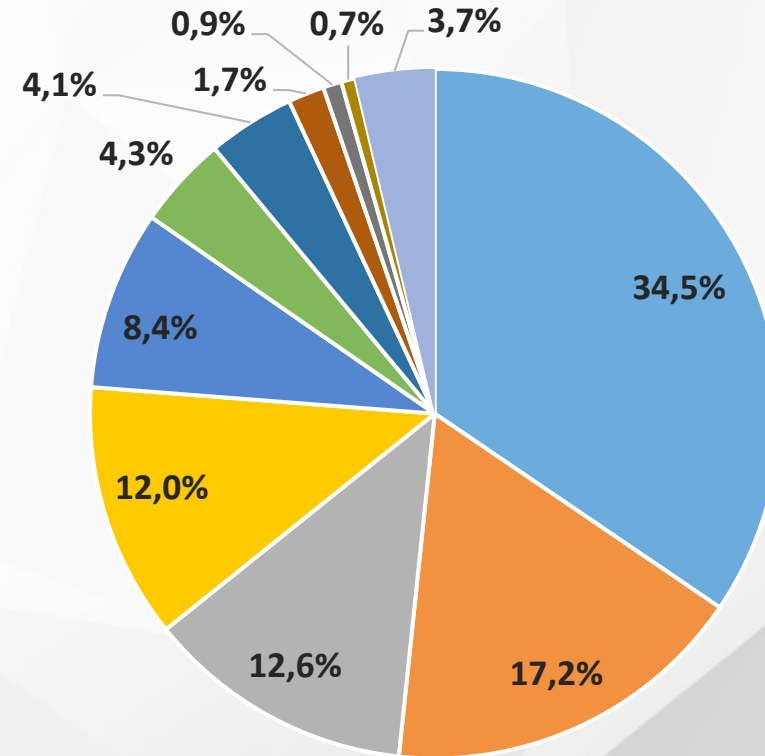
SOURCE: GOOGLE ANALYTICS, AS OF YTD DECEMBER 2018

# SUARAA.COM

# Audience Access Point



1.  Telkomsel	34.5%
2.  Telkom	17.2%
3.  XL	12.6%
4.  3 (Three)	12.0%
5.  Smartfren	8.4%
6.  Indosat	4.3%
7.  DNet	4.1%
8.  First Media	1.7%
9.  Wifi.id	0.9%
10.  Biznet	0.7%
11.  Others	3.7%



SOURCE: GOOGLE ANALYTICS, AS OF YTD DECEMBER 2018

# SUARAA.COM

# Vertical Media Platforms



Celebrity & Entertainment Portal

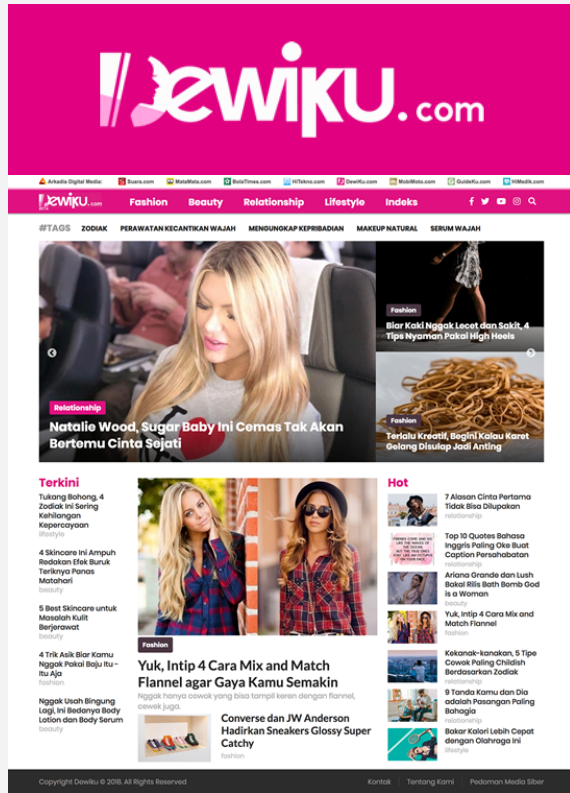


Soccer & Sports Portal



Technology & Gadget Portal

# Vertical Media Platforms (Cont'd)



Female Portal



Automotive & Motorsports Portal



Travel and F&B Portal



Health & Medical Portal

# Key Clients & Advertisers



# Regional Partners Network



# Aggregator Partners

YAHOO!







Arkadia Production is expanding rapidly with a team of young, creative and professional individuals, supported by state-of-the-art equipment. We are producing hundreds of videos monthly catering for multiple platforms under Arkadia Digital Media. We also produce video contents for clients ranging from government institutions to corporations.

THRIVE MOTORCYCLE

# JALAN - JALAN SORE

## THRIVE MOTORCYCLE

Fakta Unik Kunjungan  
Raja Sultan ke Bali

TIPS BIKIN VLOG BIAR DITONTON BANYAK ORANG

VLOG

KRONOLOGI  
PEMBUNUHAN  
KIM JONG NAM

TIPS SEHAT  
MAKAN  
JUNK FOOD

BURGER



Arkadia Event main activity is creating various events to boost the brand awareness of various platforms under Arkadia Digital Media. We also provide an sophisticated event management service for clients marketing campaign in synergy with our ever growing presence in the Indonesian digital media landscape.

We are providing attractive content for mobile phone subscriber in cooperation with major telecommunication operators in Indonesia.



## Product Type

- ✓ Reg station: Game – Java format
- ✓ Reg cinta: Love Match – Text and Video format
- ✓ Reg gombal: Funny Quotes – Text format
- ✓ Reg tarot: Foretelling – Text format
- ✓ Reg vc: Artist Video – Video format
- ✓ Reg sehat: Health Tips – Text format





*Arte Et Labore*

## **Thank You**

**PT Arkadia Digital Media Tbk**

[www.arkadiacorp.com](http://www.arkadiacorp.com)

Jl. Sisingamangaraja No. 21, Kebayoran Baru

Jakarta 12120, Indonesia

T : +62 21 7241 888

F : +62 21 7241 887

E : [investor@arkadiacorp.com](mailto:investor@arkadiacorp.com)